



**For Immediate Release**

**NIPPON PAINT STAMPS ITS POSITION AS CLEAR LEADER IN THE PAINT MARKET**

***Tried And Tested –Nippon Paint Is The Choice Of Local Celebrities***

**Kuala Lumpur, May 12, 2011** – “Safer for my little ones”, “greater protection”, “endless choice of colours”, “easy to maintain”, “paint that lasts longer”, “100 per cent value for money” - These are some of the reasons why TV personalities Wardina and Azhar Sulaiman, MYFM DJ Wan Wai Fun, contemporary artist Ivan Lam and professional painter, Uncle Allan, choose Nippon Paint, Malaysia’s leading paint brand. The winner of countless consumer choice awards, Nippon Paint Malaysia today launched its ‘I Like’ campaign featuring testimonials by satisfied users nationwide about their experience with Malaysia’s leading paint brand.

“Whether they are an average man-on-the-street or a public figure, Nippon Paint is well-liked for reasons ranging from longer lasting colour, to product durability and many more. The ‘I Like’ campaign is our way of sharing the different reasons Malaysians from all walks of life choose our products. It is also a way of celebrating with our loyal consumers, and thanking them for their valued support,” explained Nippon Paint (Malaysia) Sdn Bhd’s General Manager, Ms Gladys Goh.

“My home is my sanctuary. I love spending lots of time with my family in it. So it’s important to me that it’s a safe place, which is why I chose Nippon Odour-less AirCare. Apart from

making my walls look great, the paint also helps improve indoor air quality,” said acclaimed TV personality, Wardina.

A professional painter for more than 40 years, Uncle Allan the proprietor of C T Lee Painters added, “I like Nippon Vinilex Fresh Anti-Bacterial because it’s more durable and easy-to-maintain. Furthermore, Nippon Paint’s good quality always guarantees customer satisfaction. It is 100 per cent value for money.”

“Nippon Paint entered the Malaysian market over 40 years ago. Since then we have introduced many benchmark-setting innovations in the paint industry. As a result, Nippon Paint has won the Readers Digest Most Trusted Brand award for six consecutive years since 2006, the Brand Laureate Award (Best Brand in Paint category 2011), the Putra Brand Award (Household Product, Bronze 2011), and was honoured with the prestigious Green Excellence Award by Frost & Sullivan in recognition of our achievement in promoting and improving environment sustainability within the paint industry,” said Goh.

In conjunction with the ‘I Like Nippon Paint’ campaign, all Malaysians have the chance to win a home makeover worth RM15,000. To participate, from 15 May to 15 June 2011, upload a photo of yourself in your home onto the ‘I Like My Home’ Contest Facebook page ([www.facebook.com/nipponpaintblobbies](http://www.facebook.com/nipponpaintblobbies)) and complete the slogan ‘I like Nippon Paint because....’

Voting will take place from 25 June to 10 July 2011, and finalists will be announced at the end of July 2011.

Goh said that Malaysians from all walks of life found the benefits of Nippon Paint’s pioneering innovations suitable for their lifestyle. “Many have tried and many have liked Nippon Paint. From being longer lasting and easier to maintain, to offering greater surface

protection, to being safe for health, Nippon Paint has stamped its mark on the paint industry,” Goh concluded.

For more info about the Nippon Paint ‘I Like My Home’ Contest, please log onto [www.facebook.com/nipponpaintblobbies](https://www.facebook.com/nipponpaintblobbies), visit [www.nipponpaint.com.my](http://www.nipponpaint.com.my) or call 1-800-88-2663.

### **About Nippon Paint (Malaysia) Sdn Bhd**

Incorporated in 1967, Nippon Paint Malaysia Sdn Bhd (NPM) manufactures paint and coatings for both home and industrial applications. To date, NPM has three manufacturing plants in Malaysia. One located in Shah Alam, one in Johor Bahru and one in Kota Kinabalu. NPM currently manufactures over 10,000 different paint formulations for the decorative and architectural, automotive, industrial, protective coatings and fishing vessel markets. Nippon Paint has been awarded the prestigious Green Excellence Award by Frost & Sullivan in recognition of its achievement in promoting and improving environment sustainability within the paint industry.

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